



PRESERVATION
PARTNERS of the
FOX VALLEY

2020 ANNUAL REPORT

The mission of Preservation Partners is to offer heritage education and to promote the appreciation and preservation of the Fox Valley's rich architectural and historical resources.



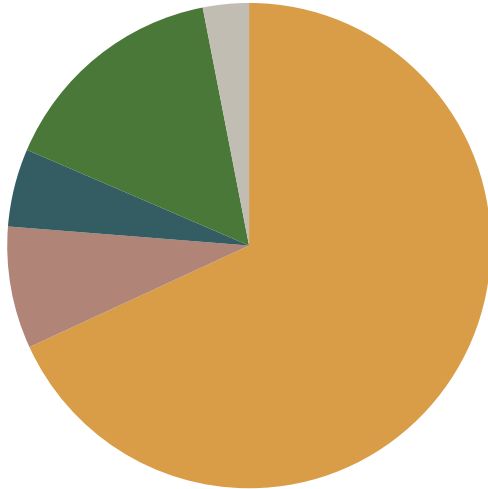
Durant House at Sunset, Photo by Annette Cozzi

Compiled by the Board of Directors and presented at the
Annual Meeting of Membership
on January 23rd, 2020



2019 FINANCIAL SUMMARY

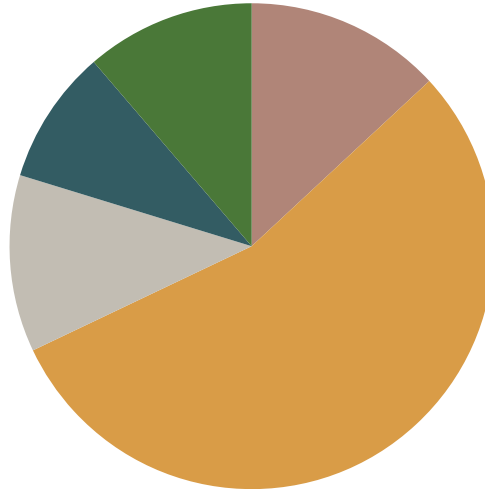
EXPENSES



- Overhead
- Events and Programming
- Members
- Wages
- Museums

Total: **\$166,213**

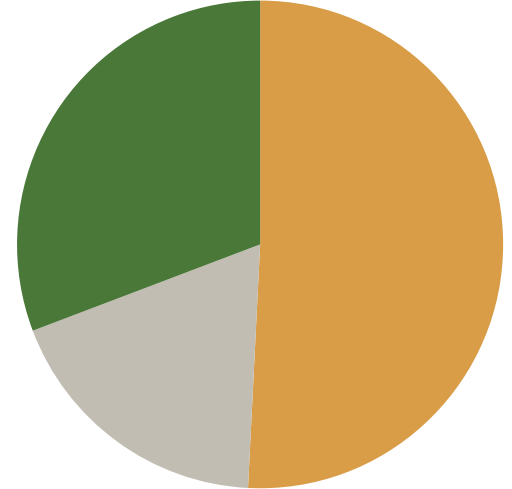
INCOME



- Donations
- Museum Income
- Memberships
- Events and Programs
- Contractual Agreements and Grants

Total: **\$194,844**

ASSETS



- Artifacts
- Cash on Hand*
- Buildings

Total: **\$365,165**

**Cash on hand includes investment accounts and rainy-day funds*

FINANCIAL Q&A:

Q: It looks like it was a great year! What precipitated a profit of \$28,631?

A: It was a great year! Our members, friends and visitors were generous, as usual, and we had record turnout at our museums--for the third year in a row. Our successful first-ever Farm-to-Table event in August also provided income that we typically don't budget for, and contracted funding from 2018 was received instead in early 2019. Additionally, we introduced a few new efficiencies like our new constituent tracking database, NeonOne, and the conversion to more efficient accounting methods. Finally, for a few months of the year we were operating with only three staff members, reducing our staff expenses by nearly 20% of what we had initially budgeted for 2019.

Q: What does a non-profit do with a profit?

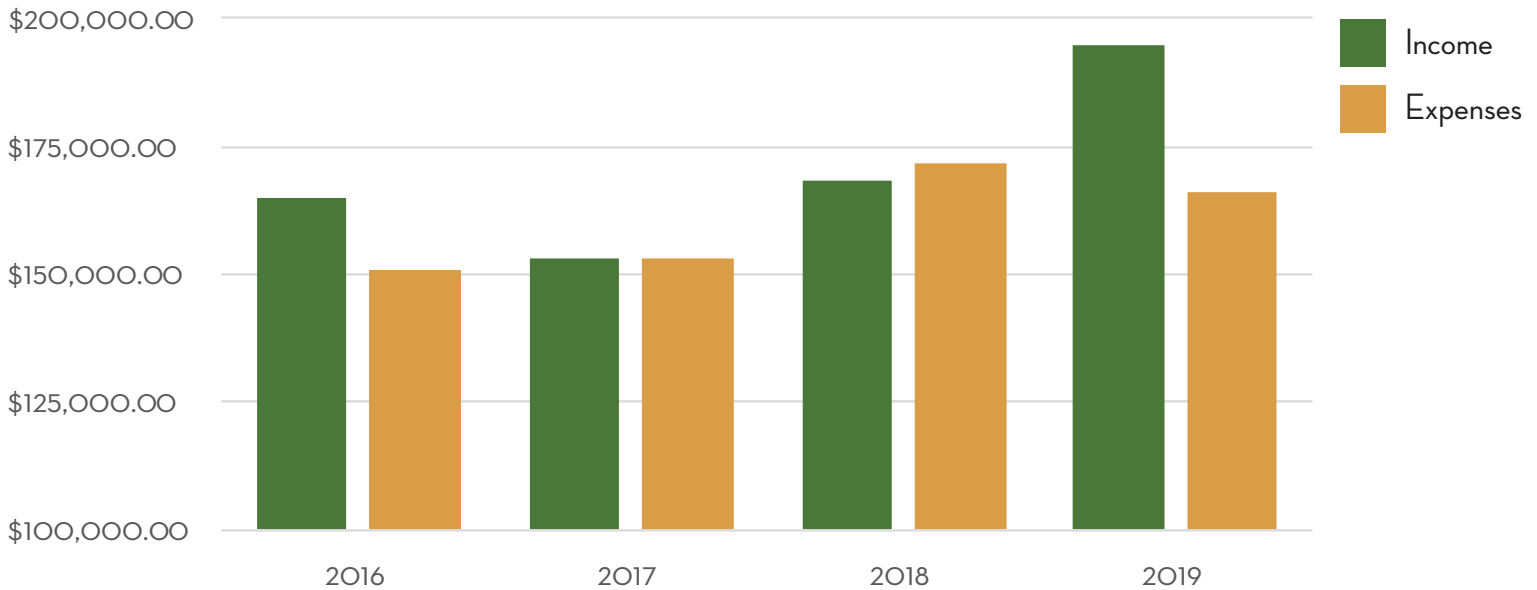
A: Thanks to generous members and friends and diligent leadership over the past 45 years, PPFV has been proud to know that it has been financially secure for some time. Over that time, we have operated within a series of parameters that controlled how much time and effort we spent on certain initiatives. The most time-consuming activities are operating our museums and planning events and programs, so much of our staff time has been devoted to that: the perpetuation of our mission. But that means that we have not been able to spend time doing the behind-the-scenes work that is necessary to *grow our organization* and explore *new initiatives*.

Our posted profit of \$28,631 will help us begin much-needed work to encourage growth and the exploration of new projects, some of those that were already started in the last months of 2019. Read on for more information!

HISTORY OF GROWTH



INCOME AND EXPENSES: A BRIEF HISTORY



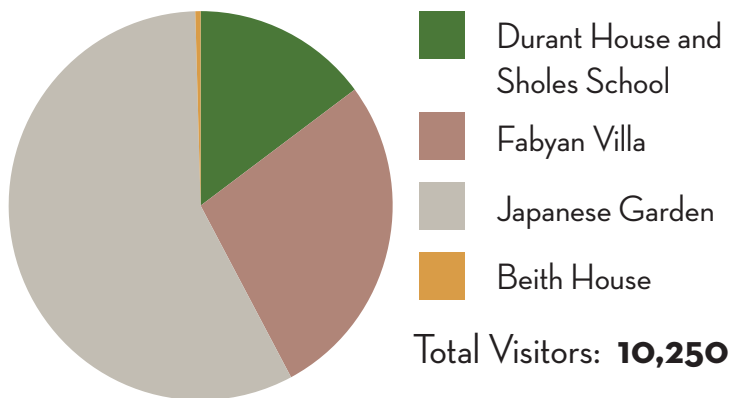
A lot can change, but it looks like things are trending in the right direction!

The chart above shows a promising trend: increased income over the last few years. However, it also shows a companion trend of slightly increased expenses over the last couple of years. The Board of Directors and staff are working hard to manage our income and expenses to best suit our mission and to be the best stewards of the organization that we can be. This management will depend on careful planning and execution of new initiatives, tried-and-true programs, and the perpetuation of our mission.

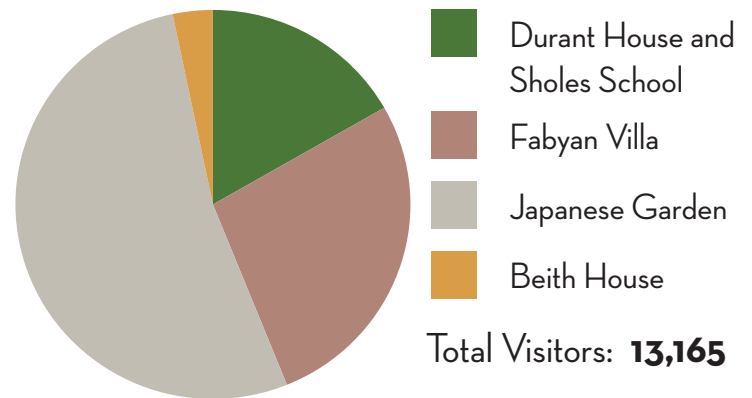
MUSEUM ATTENDANCE

Attendance at our five sites has increased by almost 3,000 visitors since 2018. That's an increase of 22%!

2018



2019



Increased attendance at all of our sites means that more people are learning about the Fox Valley's rich history! This is excellent news for the future of PPFV and drives home the need for cohesive planning across the organization.



2019 SUCCESSES

2019 EVENTS AND MILESTONES

- January** New bylaws for the first time in 19 years!
Kicked off our inventory project at the Fabyan Villa.
- February** Over 60 came out to hear about creative adaptive reuse at the Challenge factory in Batavia.
Fireside Frolic event at the Durant House and Sholes School.
Midwinter Mysteries event at the Fabyan Villa.
- March** Annual Star Dinner at the Geneva Golf Club
Maple Sampler event at the Durant House and Sholes School.
- April** PPFV hosted a historic Pub Crawl in Batavia as part of the Batavia Depot Museum's Preservation Week celebration.
Debra Corwin became the new Director of Durant and Sholes.
- May** Landscape historian Carol Yetken came out to talk about the history of public parks as part of the St. Charles History Museum's Preservation Month celebration.
- June** Annual Summer Solstice event for members.
"Making Textiles: Men and Women at Work" event at the Durant House and Sholes School.
- July** PPFV hosts a talk about the impact pigeons have had throughout history.
Pickle Palooza the Durant House and Sholes School.
- August** Summer camp, Bread and Butter and Heirloom Apple events at the Durant House and Sholes School.
First-ever Farm-to-Table event at the Durant House was a huge success!
- September** Hearth Cooking, and 19th Century tools events at Durant House and Sholes School.
Estate Walk at the Fabyan Estate.
- November** Annual Treasures of the Tri-Cities event at 716 Shady Avenue.
- December** Candlelight at Durant House and Sholes School.
Second Winter Solstice event at the Japanese Garden, with almost 400 people in attendance!



The Durant House, gussied up for our first-ever Farm-to-Table event on August 11th. Photo by Nancy Dunlop.



100 people came out for our sold-out Farm-to-Table event on August 11th. Photo by Nancy Dunlop.



ORGANIZATIONAL INITIATIVES

STRATEGIC PLANNING

One of the biggest projects that we have started in 2020 is to develop a strategic plan for immediate implementation. This process will help us evaluate our strengths and weaknesses, increase efficiency, expand our reach, assess our sites, and plan for both the short- and long-term. It will also help us with the pursuit of grants and other funding to help us grow and expand our reach. The staff and board have already begun this process, so look for updates and requests for input.

INVENTORIES

Last year staff and volunteers began an in-depth inventory of the artifacts at the Fabyan Villa. This project, funded largely by a generous grant from the Fabyan Foundation, documented over 200 artifacts in three months, successfully documenting the artifacts on the second floor of the museum. This year, the project will continue with artifacts on the first floor, further documenting many of the more than 600 artifacts housed in the museum.

Staff and volunteers will also be beginning an inventory of the Durant House Museum. Though a 1970s inventory of the artifacts in the house exists, many items have been added to our collection since that time. Additionally, the inventory we have is limited in the type of information recorded, so a more detailed inventory that records condition, age, and other details of each artifact is indispensable.

MARKETING PLAN

In December 2019, members of our Board of Directors met to begin the development of a comprehensive marketing plan for Preservation Partners. This plan, which will fit into our Strategic Plan, aims to establish marketing strategies with specific goals that align with our mission. The objective of the marketing plan is to communicate our message in an all-positive way, being consistent across all media and across our organization. Communicating a consistent, clear, positive message will help us further our mission and increase visibility in our communities and beyond. We hope to have updates on this and our Strategic Plan throughout the year and at our 2021 Annual Meeting.

SOCIAL MEDIA

Having an active social media presence is becoming more and more important for non-profit organizations, and the need is there for PPFV, too. We have been working behind the scenes to increase our social media presence and have some good news to report!

- In the past year, we have tripled our Facebook followers for the Fabyan Villa and Japanese Garden from 415 to 1,547.
- Our Facebook post reach for the Fabyan sites has jumped up 37% to 60,000 people. This means that our recent posts and events have reached 60,000 people. Engagement (meaning people who liked, commented, followed, or clicked on our posts or events) has also jumped up 56% to 4,468 people.
- Our Facebook followers for Durant and Sholes have also tripled, but these sites are farther behind the Fabyan sites. The number of followers for Durant and Sholes has jumped from 40 to 150 in the past year. We are working to increase momentum for these sites in 2020.

These numbers put us on par with other local museums that have had a strong social media presence for a while and prove that we're making progress in the right direction. Are you on Facebook but haven't followed us yet? Give us a click!



GET INVOLVED

UPCOMING EVENTS*

January	18	Winter Walk - Fabyan Japanese Garden
	23	Annual Meeting
February	9	Winter Walk - Fabyan Japanese Garden
March	8	Winter Walk - Fabyan Japanese Garden
	7-8	Winter Fest - Durant and Sholes
	20	Annual Star Dinner
May	3	Fabyan sites open for the season
	10	Fabyan Estate Walk
June	7	Durant and Sholes open for the season
	19	Summer Solstice at the Japanese Garden
	21	Textile Day at Durant and Sholes
	28	PPFV Participation in Swedish Days Parade
July	19	Pickle Palooza at Durant and Sholes
	27-30	Summer Camp at Durant and Sholes
August	2	Treasures of the Tri-Cities
	30	Bread and Butter Day at Durant and Sholes
September	13	Farm-to-Table at Durant House
	27	Apple Fest at Durant and Sholes
	27	Last open day at Fabyan and Durant
October	4	Fabyan Estate Walk
November	8	Volunteer Appreciation Event
December	5-6	Candlelight at Durant and Sholes
	18	Winter Solstice at the Japanese Garden

*These events are subject to change and are not the only ones we'll be hosting! Be sure to check our website, www.ppfv.org, and our Facebook pages for the most up-to-date information!



WHO WE ARE

BOARD OF DIRECTORS

Jim Kautz, *President*
Lisa Hellman, *Vice President*
Lori Koontz, *Secretary*
John McNeely, *Treasurer*
Bill Cook
Lisa Krzeczowski

STAFF

Kelsey Shipton, *Executive Director*
shipton@ppfv.org
Vivien Lasken, *Director of the Fabyan Villa Museum and Japanese Garden*
fabyanvilla@ppfv.org
Debra Corwin, *Director of the Durant House and Sholes School Museums*
durantandsholes@ppfv.org

VOLUNTEERS

Nothing PPFV does would be possible without our dedicated team of volunteers! They bring our sites to life and make our events and programs what they are. We cannot express our thanks enough for their time, dedication, expertise, and passion for our sites and our mission... we would be nothing without them!

Interested in volunteering? Visit ppfv.org/volunteer or call (630) 377-6424